



# Nurse Recruiting



- Joint Military Nursing: "United We Heal"
- Three main categories
  - Recruiting into the nurse field
  - Recruiting from nursing school (new nurse)
  - Recruiting seasoned nurses
- Three focus areas
  - Nursing schools/programs
  - Testimonials
  - Unique recruiting techniques





# Innovative Recruiting Nursing Schools/Programs



- Establish a Joint Military Nursing School
  - We train PAs, let's train new nurses (USUHS)
  - Train Enlisted (Civilians?) to be nurses
- Develop Senior Ranking Nurses to Become Nurse Educators on Retirement/Separation:
  - Increase civilian nursing school staff
  - Will Allow increased enrollment to civilian programs
  - Long term help to the nursing shortage
- Grow Our Own Nurses
  - Enlisted to Nurses - mentor
  - Promote our current programs





# Innovative Recruiting



- Testimonials: Introduce Military Nursing to the World– TV, Radio, Internet, Newsprint
  - Content:
    - Personal stories – Military Nurses (Not actors)
      - Show the human aspect of nursing
      - Military nurses role during Katrina
    - Its about people, not politics
  - Media
    - Television spots
    - Internet – GoArmy.com
      - Use search engines to our advantage
    - Newspapers/journals
      - Hometown news release
      - Publish “war stories” in journals





# Innovative Recruiting



- Testimonials Cont

- Media Cont

- Person to Person

- Recruiting on leave
      - Schools, friends, family

- Goals of Testimonials

- Humanize nursing
    - Show the reality of nursing
    - Nurses on the front line
    - The dangers vs. rewards
    - Advances in nursing





# Innovative Recruiting



- Unique Recruiting Strategies
  - SCOOP: Student Career Opportunity Outreach Program
  - MTFs as Nursing School Clinical Sights
  - AD Nurses as civilian nurse clinical instr or adjuncts
    - Clinical Faculty Loan Program (20 students)
  - Recruiting to Generation Groups
    - Traditionalists, Boomers, Gen X, Gen Y
  - Recruiting bonus (\$ or other?) for bringing a nurse into the military





# Summary



- Three focus areas
  - Nursing schools/programs
  - Testimonials
  - Unique recruiting techniques





# Innovative Recruiting



| Rank | Last       | First     | Service/Comp<br>o | Unit                          | Contact Information                                                                |
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